



“HALI PUBLICATIONS”, WHY DO YOU DISGRACE “HALI” ???

HALI magazine has always been considered a reputable publication for everyone who loves Oriental carpets and enjoys the beauty of textiles from different nations of the world. The name Hali is derived from the ancient and modern Turkish word for carpet. It was established in 1978 in London (1.).

The magazine has always been distinguished by its professionalism, impartiality of its publications, adherence to standards and loyalty to the principles of objective presentation of the published material.

HALI magazine for 2015 (Summer 2015, issue 184) published an article about the George Hewitt Myers textile collection, donated by him to the Washington Textile Museum. One of the unique exhibits of the collection is the Karabakh embroidery (silk tablecloth) of the 17th century, a photo of which is also placed on the front page of the magazine. The description of embroidery in the magazine article matches the one of the Textile Museum. HALI magazine has placed the following text under the embroidery photo:

4. Azerbaijan embroidered panel, Caucasus, 17th century. The Textile Museum 2.7, acquired by George Hewitt Myers from Charles Dikran Kelekian in 1951

The description of this embroidery is based on the one of Dikran Kelekian himself, who sold the embroidery to George Hewitt Myers in 1951 just before his death.

The belonging of embroidery to both Karabakh and Azerbaijan has never been in doubt, since both Dikran Kelekian and George Hewitt Myers and the Washington Textile Museum are the highest professionals in expert textile attribution, and they were all free from ethnic or political prejudice. It should not be forgotten that after the conquest of the South Caucasus by the Russian Empire, Karabakh was always a part of Azerbaijan. And therefore, the description: “Azerbaijani embroidery. Caucasus, 17th century” represents the reality. The categorical rejection of this description began to appear in the early 1990s, immediately after the occupation of Karabakh by Armenian separatists. It was necessary to defend everywhere the

historical, political and cultural belonging of Karabakh and its cultural heritage - exclusively to the Armenian ethnos.

The emergence and widespread use of social networks has opened up new opportunities for virtual communication, advertising, propaganda and business. The problems that began with the sale of the HALI magazine predetermined, in addition to the "paper" format of the magazine, the appearance of its virtual (digital) analogue. The electronic format of the magazine is easier to sell and easier to hide from paying taxes.

Not limited to online sales of the paper version of the magazine (eBay, Amazon), the sale of its electronic PDF version is also being established (2.). And finally, the editorial board of the magazine is struck by a "brilliant" idea: it is possible to sell not only the new issues of the magazine, but also the old ones that are in the archive. For this, all numbers are digitized and their advertising begins on the Facebook social network, on the page "HALI Publications" (3.).

Everything that the editors of the magazine did for commercial "survival" and propaganda of the knowledge about carpets accumulated over many years is of course welcomed. Because the magazine has faithfully served the cause of spreading knowledge about carpets. For many years, the magazine's publications have been a real "balm for the soul" to many and many carpet and fabric lovers around the world.

But the nobility, aristocracy, and scientific objectivity of the "paper" magazine, apparently, were not broadcast by its virtual version of "HALI Publications". Apparently, the Facebook page of the magazine is already curated by people of a new generation, free from the "mothball-smelling" aristocracy, nobility and scientific objectivity.

On May 30, 2019, the Facebook platform "HALI Publications" posts on its website a photo of the same embroidery from the Kelekian / Myers / The Textile Museum collection. A text corresponding to its museum attribution was placed under the photograph. As a "top fan" of the HALI Publications page, I liked this post. Other users of the page also began to mark the publication with their "likes". Less than 15 minutes later, angry comments from fans of this page with Armenian surnames began to appear. Comments from Armenian users multiplied like an avalanche and became more and more aggressive and offensive. HALI Publications threats appeared in some of the comments and accusations of bribing the administration by Azerbaijanis. It was argued that Karabakh is Armenia and not Azerbaijan, and therefore the attribution of embroidery as Azerbaijani should be removed.

I also posted my comment, in which I supported the magazine, saying that the objectivity of HALI was never questioned and its Facebook page only used collectors and museum attribution. At the same time, I recalled the professionalism of Dikran Kelekian and George Myers.

A powerful and coordinated attack on the administration of the Facebook page ended with the fact that not even an hour had passed since the post was published - the administration deleted its own post. "HALI Publications" gave up in front of the collective and aggressive onslaught of the Armenian users of the page. This was genuine blackmail.

This behavior in Azerbaijan is reflected in the popular proverb: "I swallowed again what I had already spat out." "HALI Publications", out of fear of Armenian blackmail, swallowed its own spit.

Seeing gross blackmail, I again re-published a copy of the HALI Publications post, but on my own behalf and on my Facebook page. The content of my post boiled down to the fact that "HALI Publication" could not stand it for an hour and deleted its post. In my text I shamed HALI Publications for cowardice and betrayal of the principles of own magazine.

At the same time, in my post, I made a rash mistake, pointing out the objectivity of the attribution of Dikran Kelekian, compared to the wild and uncivilized comments of the current Armenian Facebook users. This was a fatal mistake. The Armenian participants in the discussion immediately began to massively complain about me to the Facebook administration. To remove my post, they called it hate speech. On the basis of these complaints, Facebook also deleted my post, which repeated the post of "HALI Publications". Thus, the attempt at a civilized discussion was interrupted by aggressive blackmail and deception. This is how the Facebook incident ended. Everything seems to be clear: Azerbaijan and Armenia are fighting not only on the military front, but on the ideological front. At War - as at War. The only thing that is not clear is the position of the Facebook page of "HALI Publications". It is known. That from noble parents sometimes ignoble children are born. It turns out that this also applies to the once respected magazine "HALI". It remains only to ask:

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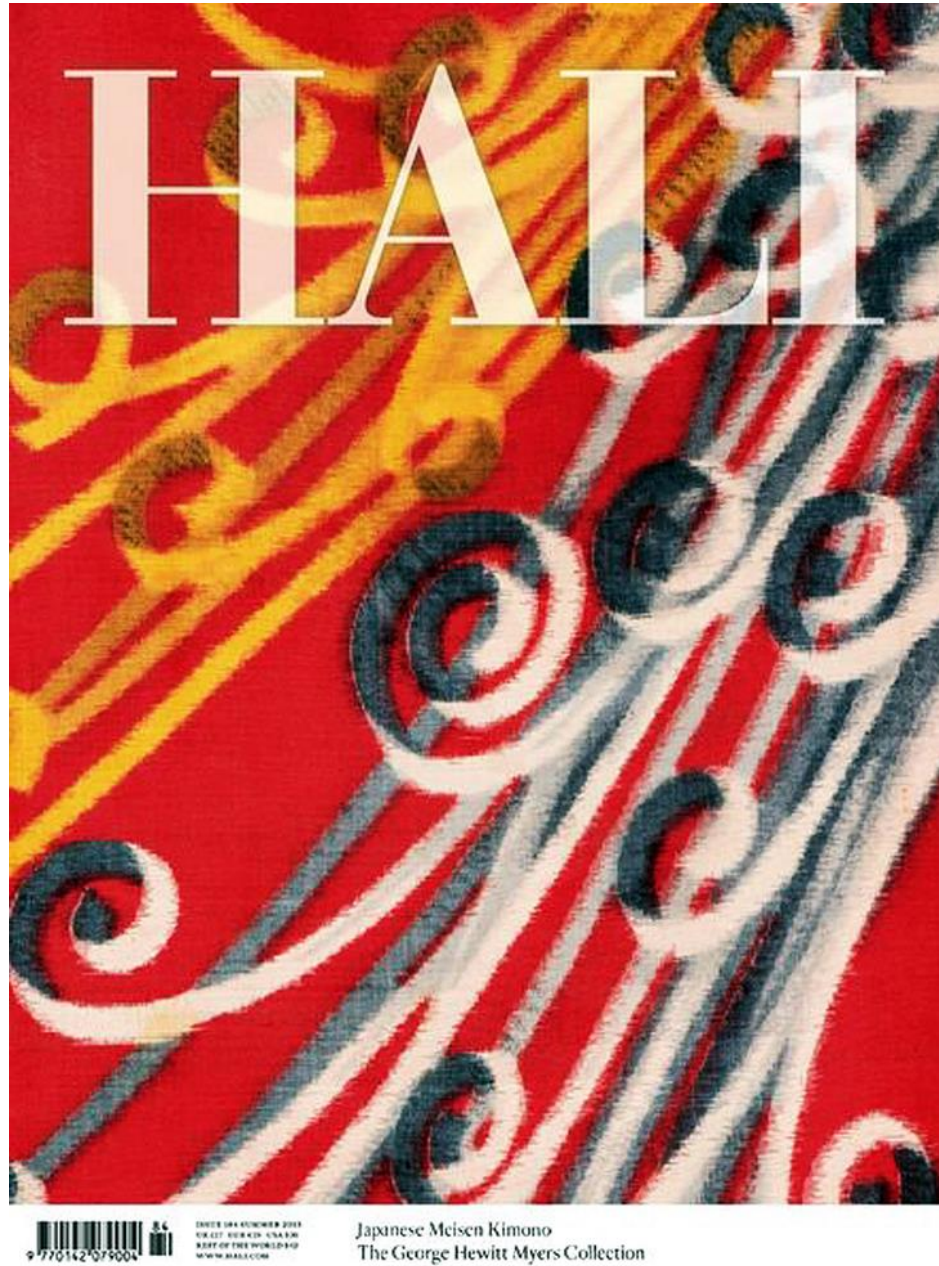
Telman Ibrahimov

PhD in Art. Azerbaijan National Academy of sciences

REFERENCES

1. Hali Magazine. https://en.wikipedia.org/wiki/Hali_Magazine
2. <https://www.pdfmagaz.in/03115305-hali-summer-1979/>
3. <https://www.facebook.com/HaliMagazine/>

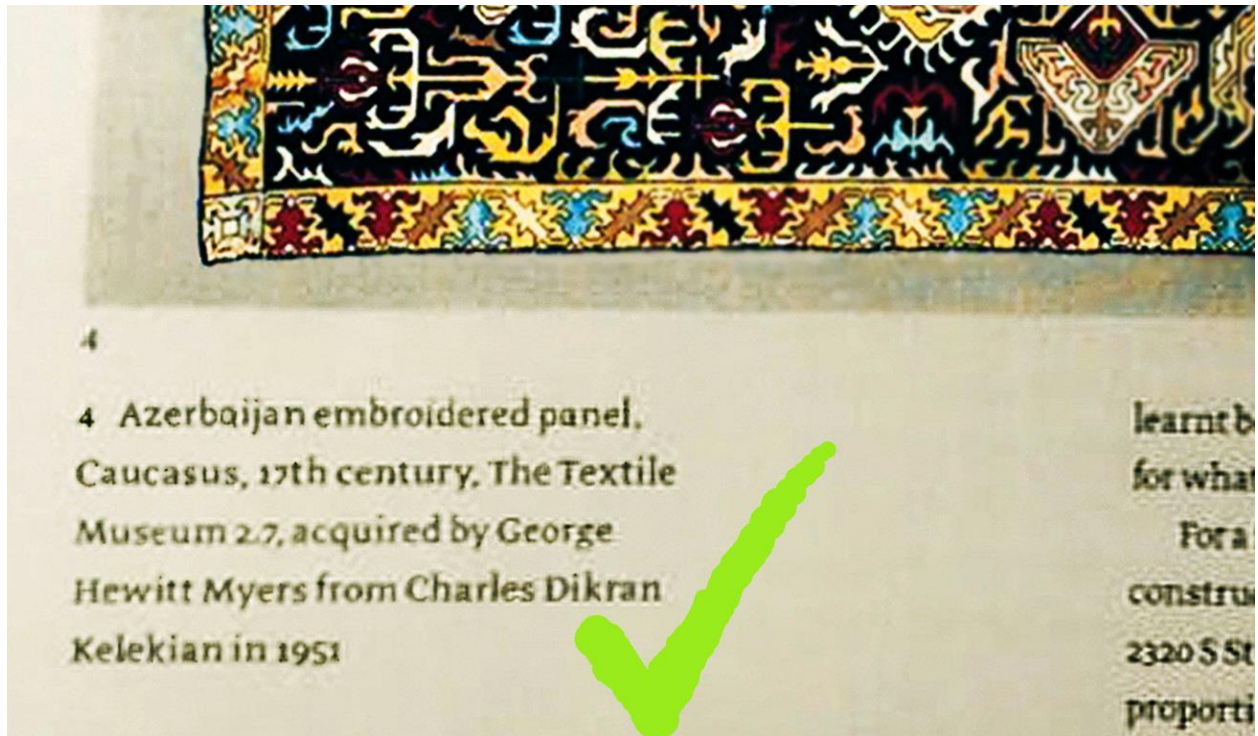
ILLUSTRATIONS



1. HALI, Summer 2015, Issue 184



2. Magazine page with photos of embroidery from the collection of The Textile Museum



3. The text under the photo of the embroidery, which is attributed as from Azerbaijan/Caucasus



4. Azerbaijan embroidery. Caucasus. 17th century. The Textile Museum



Hali Publications

May 30, 2019 · 🌐



Azerbaijan embroidered panel, Caucasus, 17th century.
The textile Museum, asquired by George Hewitt Myers from
Charles Dikran Kelekian in 1951.
As featured in HALI 184, Summer 2015




5. Page "HALI Publications" as it was before deletion by the
administration of "HALI Publications"

facebook.com/photo/?fbid=2234761496615669&set=a.120700521355121

facebook

Электронный адрес ил Пароль Вход Забыли аккаунт?



Телман Ибрагимов
30 мая · 🌐

ПУБЛИКАЦИЯ, КОТОРУЮ В ТЕЧЕНИЕ ПЕРВОГО ЖЕ ЧАСА ПОД НАТИСКОМ АРМЯН УДАЛИЛА ФЕЙСБУК СТРАНИЦА «HALI PUBLICATIONS»...

Azerbaijan embroidered panel, Caucasus, 17th century. Former Dikran Kelekian Collection. Textile Museum, Washington D.C

Армяне тут же обрушили «шквал» постов из-за присутствия в Атрибуции слова Азербайджан. Атрибуция этой вышивки как «Азербайджанская» принадлежит самому автору коллекции – Дикрану Келекиан, торговцу антиквариатом, родившемуся в Турции. Дикран Келекиан был предельно дотошен и объективен в своих атрибуциях и в отличие от авторов армянских постов был человеком цивилизованным не пещерным дикарем. Фейсбук страница журнала «HALI» спасовала перед армянским натиском. Думаю, надо пристыдить «HALI PUBLICATIONS» сотнями перепостов ее же удаленной страницы...

Отметить на... Укажите ме... Редакти...

👍❤️👏 162


Комментарии: 19
Поделиться: 174

6. My copy of the post “HALI Publications” with my comment

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Ваша публикация нарушает Нормы сообщества, касающиеся враждебных высказываний

Ваша публикация скрыта от других. На Facebook действуют нормы, которые запрещают неуважительное отношение к остальным пользователям.



Телман Ибрагимов
30 мая в 12:53


ПУБЛИКАЦИЯ, КОТОРУЮ В ТЕЧЕНИЕ ПЕРВОГО ЖЕ ЧАСА ПОД НАТИСКОМ АРМЯН УДАЛИЛА ФЕЙСБУК СТРАНИЦА «HALI PUBLICATIONS»...

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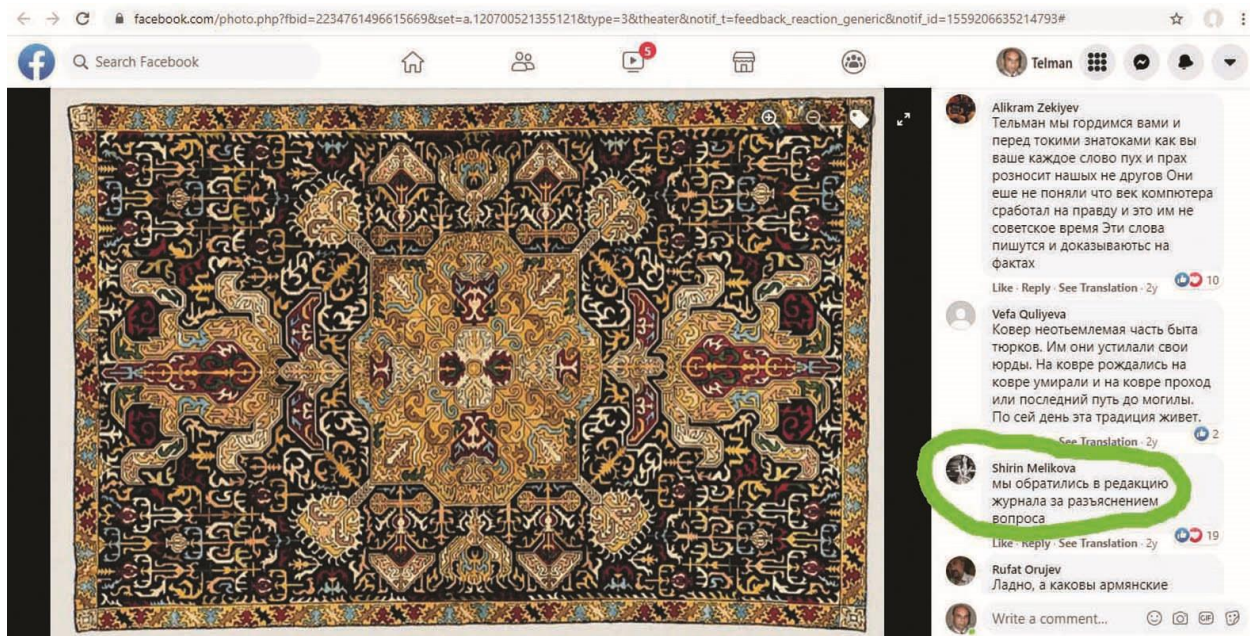
Фейсбук страница журнала «HALI» спасовала перед армянским натиском.

Думаю, надо пристыдить «HALI PUBLICATIONS» сотнями перепостов ее же удаленной страницы...



Продолжить

7. Warning to the Facebook administration about the unacceptability of my post



8. Comment of the user who speaks about the official appeal to the Facebook page “HALI Publications” for clarification of the issue ... THERE WAS NO EXPLANATION. “HALI Publication” could not admit that she "swallowed what she spat out earlier."



9. Facebook logo of the “HALI Publications” page



... NO COMMENTS